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Americans at Bologna: Weak Dollar, Strong Sales

A Blast from the Past: Publishers' Postcards

Books for Architects • Maurice Sendak: Art & Music

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Her new novel—her first since her enchanting and universally praised *The Accidental Tourist**—is pure essence of Tyler: profoundly moving *and* profoundly funny. And certain to be her third consecutive coast-to-coast bestseller. September, $18.95

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His BURKE is back in BLUE BELLE

To the exclusive company of the great hard-boiled detectives—Sam Spade of San Francisco and Philip Marlowe of L.A.—Andrew Vachss has added an unmistakable peer: Burke. The ex-con/scam artist/private eye who surfaced memorably in *Flood* and *Strega,* and whose turf is the dark and violent underworld of New York City, is the toughest of them all—and he proves it in the amazing *Blue Belle,* Vachss' most galvanizing, most explosive and shocking novel to date. September, $15.95

*The Warner Bros. movie starring William Hurt and Kathleen Turner opens before Christmas.

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BY JOHN P. DESSAUER

Fourth Quarter Sales: 1987 Strongest Year Since '83

Although Professional Books and some consumer categories fell off the pace established in the third quarter, fourth-quarter gains in textbook sales compensated sufficiently for the slackening to make last year the book industry's best since 1983. While most product sectors contributed to the general achievement, Trade Books and Book Clubs showed particular strength. Mass Market Paperbacks and College Texts posted unit gains exceeding those of 1983. However, Mail Order Publications appeared to be still struggling. Among the market sectors, General Retailers were again in the lead, with College Stores and Direct to Consumer sales in second and third place.

Like all my quarterly reports, this estimate is derived from the Book Industry Trends database, maintained by the Book Industry Study Group. The program monitors industry sales from U.S. Census and other government data as well as reports from AAP and other industry-sponsored statistical surveys. □

ESTIMATED PUBLISHERS' NET BOOK SALES—FOURTH QUARTER 1987

Millions of Dollars and Units

	Oct.–Dec. 1987		Oct.–Dec. 1986		Percent Change		Jan.–Dec. 1987		Jan.–Dec. 1986		Percent Change	
	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units
Trade	987.9	206.98	816.1	193.46	21.0	7.0	3,537.6	767.61	2,979.2	731.48	18.7	4.9
Adult Hardbound	519.0	72.12	409.3	62.42	26.8	15.5	1,911.8	278.01	1,607.9	257.81	18.9	7.8
Adult Paperbound	267.7	60.74	225.9	59.32	18.5	2.4	946.8	230.51	802.4	228.76	18.0	0.8
Juvenile Hardbound	129.4	36.03	126.8	36.09	2.1	(0.2)	456.9	128.64	391.5	112.77	16.7	14.1
Juvenile Paperbound	71.7	38.09	54.2	35.62	32.2	6.9	222.1	130.46	177.4	132.14	25.2	(1.3)
Religious	217.2	39.21	205.4	42.28	5.7	(7.3)	720.3	138.17	684.8	151.12	5.2	(8.6)
Hardbound	154.2	17.64	145.1	19.04	6.3	(7.4)	511.9	62.56	483.8	68.52	5.8	(8.7)
Paperbound	63.0	21.57	60.3	23.24	4.4	(7.2)	208.4	75.61	201.0	82.60	3.7	(8.5)
Professional	786.5	53.21	796.2	54.94	(1.2)	(3.2)	2,720.6	187.45	2,533.7	177.57	7.4	5.6
Hardbound	517.7	17.08	529.2	18.55	(2.2)	(7.9)	1,783.6	60.62	1,684.2	60.94	5.9	(0.5)
Paperbound	268.8	36.13	266.9	36.39	0.7	(0.7)	937.0	126.83	849.5	116.63	10.3	8.7
Book Club	172.9	27.27	155.6	27.28	11.1	(0.0)	645.7	106.23	573.3	107.37	12.6	0.8
Hardbound	144.6	10.81	129.3	10.66	11.8	1.3	540.2	42.35	476.4	41.43	13.4	2.2
Paperbound	28.3	16.47	26.3	16.62	7.5	(0.9)	105.4	63.87	96.9	63.94	8.8	(0.1)
Mail Order Publications	117.8	24.02	127.6	25.47	(7.7)	(5.7)	587.2	118.45	580.2	114.59	1.2	3.2
Mass Market Paperbacks	207.7	122.89	208.6	127.17	(0.4)	(3.4)	1,013.9	607.13	936.2	573.00	8.3	6.0
University Presses	43.5	3.95	40.8	4.23	6.5	(6.7)	120.6	10.43	112.7	11.27	7.0	(7.5)
Hardbound	28.0	1.25	26.6	1.37	5.4	(8.8)	87.0	4.17	81.9	4.59	6.2	(9.1)
Paperbound	15.5	2.70	14.3	2.86	8.8	(5.6)	33.6	6.26	30.8	6.68	9.1	(6.4)
Elhi Text	269.1	32.63	240.8	33.86	11.8	(3.7)	1,684.3	218.99	1,581.8	241.78	6.5	(9.4)
Hardbound	153.4	12.96	136.9	13.07	12.0	(0.8)	962.1	86.26	899.2	91.78	7.0	(6.0)
Paperbound	115.8	19.67	103.9	20.80	11.4	(5.4)	722.2	132.73	682.6	150.00	5.8	(11.5)
College Text	543.0	34.73	467.6	34.50	16.1	(0.7)	1,679.3	123.50	1,550.8	117.81	8.3	4.8
Hardbound	460.1	23.58	394.0	23.13	16.8	1.9	1,422.9	84.29	1,306.6	79.45	8.9	2.2
Paperbound	83.0	11.15	73.6	11.36	12.7	(1.9)	256.4	39.21	244.2	38.36	5.0	2.2
Subscription Ref.	63.3	0.15	61.1	0.15	3.7	(1.8)	216.2	0.53	215.8	0.56	0.2	(5.2)
Total	3,488.0	565.85	3,119.0	563.35	11.3	1.3	12,825.7	2,279.40	11,740.5	2,224.55	10.9	2.4

ESTIMATED DOMESTIC CONSUMER EXPENDITURES ON BOOKS—FOURTH QUARTER 1987

Millions of Dollars and Units

	Oct.–Dec. 1987		Oct.–Dec. 1986		Percent Change		Jan.–Dec. 1987		Jan.–Dec. 1986		Percent Change	
	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units	Dollars	Units
General Retailers	2,625.0	376.46	2,327.4	358.45	12.8	5.0	7,475.3	1,110.25	6,574.6	1,051.43	13.7	5.6
College Stores	464.9	41.14	432.9	39.56	7.4	4.0	3,001.9	269.92	2,769.3	257.33	8.4	4.9
Libraries & Institutions	348.1	22.57	347.8	24.45	0.1	(7.7)	1,434.0	96.72	1,337.7	98.17	7.2	(1.5)
Schools	452.2	52.51	404.1	53.95	11.9	(2.7)	1,949.3	242.13	1,828.6	263.84	6.6	(8.2)
Direct to Consumer	837.0	95.89	782.8	96.30	6.9	(0.4)	2,392.7	283.88	2,211.4	282.47	8.2	0.5
Other	15.9	6.14	18.2	7.63	(12.8)	(19.5)	302.8	121.83	269.4	117.88	12.4	3.4
Total	4,743.1	594.70	4,313.3	588.34	10.0	1.5	16,556.1	2,124.72	14,991.0	2,071.12	10.4	2.5